



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

January 24, 2025

Mr. J.S. (Jurassic) Park
VP/Chief Safety Officer
Kia America, Inc.
111 Peters Canyon Road
Irvine, CA 92606

NEF-107ES
25V-024

Subject: Improper Air Bag Deployment from Damaged Wiring

Dear Mr. Park:

This letter serves to acknowledge Kia America, Inc.'s notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

KIA/NIRO/2023-2025
KIA/NIRO EV/2023-2025
KIA/NIRO PHEV/2023-2025

Mfr's Report Date: January 17, 2025

NHTSA Campaign Number: 25V-024

Components:

ELECTRICAL SYSTEM:WIRING
SEATS

Potential Number of Units Affected: 80,255

Problem Description:

Kia America, Inc. (Kia) is recalling certain 2023-2025 Niro EV, Plug-in Hybrid (PHEV), and Hybrid vehicles. The floor wiring assembly beneath the front passenger seat may become damaged, which can prevent the front air bags and seat belts from deploying properly or cause an unintended side curtain air bag deployment.

Consequence:

Air bags and seat belts that deploy improperly or an air bag deploying unintentionally can increase the risk of injury in a crash.

Remedy:

Dealers will inspect, replace and reroute the floor wiring assembly, as necessary, free of charge. In addition, dealers will install wiring covers. Owner notification letters are expected to be mailed March 14, 2025. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC332.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153) or go to [nhtsa.gov](https://www.nhtsa.gov).



Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Kia America, Inc.'s contact for this recall will be Emily C. Smith who may be reached by email at emily.c.smith@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement